

Sergio Galaso, new entrepreneur to join EmprendeBelux

Interview with **Sergio Galaso**,
owner of Churros Valyser

Sergio Galaso is an entrepreneur who owns a churros shop in the city of Vilvoorde (Flanders). His company, Churros Valyser, sells churros through a shop and a little food truck. He is also beginning to work in the rental and the selling of products related to churros.

How did you get to Belgium? What brought you here?

My wife has a sister who is married to a Belgian, and they had been recommending us for years to come and live in Belgium. In Spain, things were going well for us until 2011. That is when we decided to move here and look for a job. My first jobs were in a laundry and in an aluminum windows company. **In 2016, once we had saved a little money, I decided to set up the Churrería Valyser.**

What drove you to launch your business?

My family has always liked churros. When we had been in Belgium for a few months, I began thinking that I was missing something like that. Moreover, in Vilvoorde, there are so many Spanish people. That is why I thought it was a clear business opportunity.

I further analyzed the idea, given that I did not have many knowledge about the sector, and **after a rigorous market study, we realized that it was a profitable idea.**

What are the main difficulties that you faced since you arrived?

The main difficulty that I came across was economic one. Everything is more expensive when compared to Spain, or at least when compared to Jaén, Andalucía, where I come from. Moreover, the fact that **I do not speak the local language, that is Dutch, was and is still a difficulty.**

I only speak a bit French and I currently need the help of a local person who is responsible for carrying out the different formalities and procedures with the commune and different administrations. In the end, you must rely on third parties to move forward.

It was also quite difficult to adapt the premises, given that the place that we chose to set up the shop did not have the required permits and we had to take steps to get the corresponding authorizations.



What is your next objective?

Our main objective is to make Churros Valyser known throughout Belgium. In the beginning, we thought about a system of franchises, but, after a further analysis, we decided to focus on renting equipment and on selling churros' dough.

We have a commercial strategy to make ourselves known during the next few years, and we already have begun renting diverse machines.

"Our main objective is to make Churros Valyser known throughout Belgium. (...) We have a commercial strategy to make ourselves known during the next few years, and we already have begun renting diverse machines"

Is there an advantage to be an entrepreneur in Belgium rather than in Spain? Is it easy? Is it difficult?

On a personal level, I think it would have been less complicated in Spain because of the language. For me, the fact of not understanding 100% of the procedures has implied a much more costly work.

The costs of starting a business is another important aspect that complicates the whole process.

What recommendations would you give to a person thinking about launching a business here?

On the one hand, the main and essential thing is to do a good market study. Think about what you would like to undertake and where you would like to launch it to analyze objectively the possibilities that you have.

On the other hand, I think it is very important to have a good accountant who analyzes exactly what the annual costs of your business are, from the electricity to paying the tax return.

It is very important to be aware of and to keep in mind absolutely all the costs that your business will generate.

What do you expect from the Chamber?

We are getting started and the first meetings have gone very well. I hope it will mostly work as an advertising tool to make Churros Valyser known to the Spanish community.

We own a food truck for public and private events. It would be wonderful if the Chamber could count on us for both its own events and the events of its members and customers who request catering services.



CONTACT DETAILS

Churrería Valyser (Sergio Galaso)
+32471294262 | sergiogalaso@hotmail.com
The products will be available soon on their website
www.churrosvalyser.com

Official Spanish Chamber of Commerce in Belgium and Luxembourg
Belliard, 20 – 1040 Brussels | Bld. Emmanuel Servais 4 – 2535 Luxembourg
Tel. +32 (0)2 517 17 40 – Email: info@e-camara.com
www.e-camara.com

Cámara
Official Spanish Chamber of Commerce
in Belgium and Luxembourg